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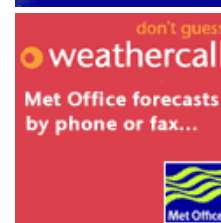
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The forecast looks bright for ITV

22 August 2000

Release number 424

The Met. Office has negotiated a three-year contract extension with ITV, to continue to bring a high standard of weather forecasts to the screen. The Met. Office provides a team of meteorologists, presenters, graphic designers and software programmers, thereby creating a complete weather programme for ITV national weather service.

The Met. Office's IWPI (International Weather Productions Interactive) based at the London Television Centre, not only brings the familiar faces of weather forecasters to our screens, but also provides television, radio and 'page-ready' press weather services across the globe.

Steve Anderson, Controller for News and Current Affairs at the ITV network centre, explained why he was so pleased about the new contract: "I am delighted that ITV and The Met. Office have reached a new deal. The high quality of the forecasting programmes and the reliability of the service means that a long-term commitment makes complete sense. There are exciting plans to develop ITV's weather forecasts which will enhance even further the unrivalled service our viewers receive from Sian Lloyd, Martyn Davies and John Hammond. Together we can continue to make the weather brighter and better than anywhere else."

"The Met. Office feel that their IWPI unit can offer ITV what they need as they look towards the future," added Rex Roskilly, from The Met. Office. "We know that there are changes afoot with moves to new technology, digital technology and widescreen, and The Met. Office is perfectly placed to successfully implement those changes."

The Met. Office has been providing weather forecasts for ITV for twelve years. This contract is the first three-year extension contract to be signed.

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